

UPDATED: 7/8/93

**1993 THIRD REVISED BUDGET
PARLIAMENT DIRECT MARKETING
(IN THOUSANDS OF DOLLARS)**

	1993 THIRD REVISED PLAN	1993 SECOND REVISED PLAN	1993 FIRST REVISED PLAN	VARIANCE	1993 ORIGINAL BUDGET
ADVERTISING					
MAGAZINES	\$3,075	\$3,600	\$2,600	\$1,000	\$2,600
FSI/SUPPLEMENTS	1,225	1,000	1,000	0	1,000
NEWSPAPERS	0	0	0	0	0
OUTDOOR	0	0	0	0	1,700
ADVERTISING REVERSAL				0	
AGENCY PRODUCTION	3,450	3,092	3,092	0	1,392
SUBTOTAL - ADVERTISING	7,750	7,692	6,692	1,000	6,692
RETAIL PROMOTIONS					
ACCOUNT SPECIFIC	550	550	550	0	600
CORPORATE VOLUME FUND	1,050	1,050	450	600	450
CONTEST TRIPS/ADMINISTRATION	160	160	160	0	160
STUFFER FEB WINEGLASS	375		275	#VALUE!	400
STUFFER MAY FOSSIL WATCH	220	375	125	250	200
STUFFER OCT SONY WALKMAN	260	220	225	(5)	208
AGENCY COMPENSATION	290	290	290	0	290
BIGIF W/ RUGBY	1,015	1,015	1,014	1	800
BIGIF MAY GETAWAY GEAR BBK	1,100	1,050	3,422	(2,372)	900
OCTOBER KEYCHAIN - GETAWAY GEAR II BBK	850	850	870	(20)	900
SUBTOTAL - PROMOTIONS	5,870	5,560	7,381	(1,821)	4,908
COUPONING					
MAY/JUN MEDIA GETAWAY GEAR	700	503	503	0	700
NOV MEDIA GETAWAY GEAR	1,050	1,000	500	500	700
FSI - WINEGLASS FEB	780	780	778	2	1,000
FSI - MAY	1,366	1,366	1,366	0	1,000
FSI - OCT	780	#REF!	630	#REF!	1,000
FSI - DEC	600	600	630	(30)	1,000
SUBTOTAL - COUPONING	5,276	#REF!	4,407	#REF!	5,400
DIRECT MARKETING					
DM - WINEGLASS FEB	355	356	356	0	400
DM - MAY GETAWAY GEAR	500	500	525	(25)	525
DM - OCT GETAWAY GEAR	400	400	480	(80)	525
1992 DIRECT MAIL					
SUBTOTAL - DIRECT MARKETING	1,255	1,256	1,361	(105)	1,450
PERM & TEMP POS/ARTWORK					
TEMPORARY POS	169	169	169	0	250
POS ARTWORK					
PERMANENT POS	331	331	331	0	250
SUBTOTAL - POS	500	500	500	0	500
SAMPLING/OTHER PROMOTION					
PACKAGE DESIGN	0	0	0	0	50
	0	0	0	0	50
TOTAL BRAND PROGRAMS	\$20,651	#REF!	\$20,340	#REF!	\$19,000

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